

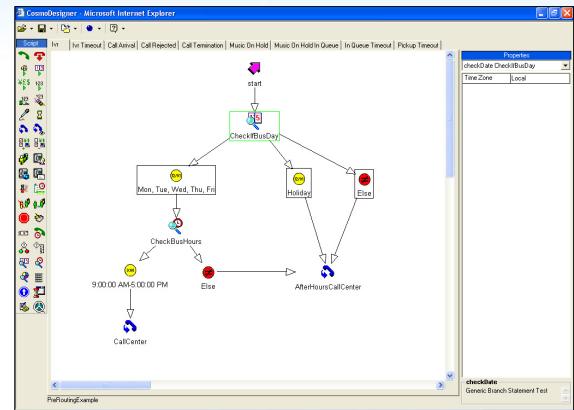
CosmoDesigner is CosmoCom's easy-to-use graphical service creation environment for the design and deployment of call flows in CosmoCall Universe systems. Consistent with the unified nature of CosmoCall Universe, CosmoDesigner is an end-to-end GUI tool that defines the complete caller experience including IVR, ACD, and so-called CTI, all without costly, multi-vendor platform integrations. CosmoDesigner lets users perform these functions without resorting to complex, obscure programming techniques.

Traditionally, the task of building call flows and assigning call center resources required highly skilled programmers. But with CosmoDesigner's drag-and-drop interface, even non-programmers can easily and rapidly create and modify call flows to flexibly and efficiently manage call center operations. Furthermore, CosmoDesigner is browser-based, so it is perfectly suited for hosted contact center applications.

Actions in CosmoDesigner are represented by icons called "function blocks"—standard call treatment modules that include IVR commands (e.g., "Play Announcement" and "Collect Digits"), ACD routing and queuing commands (e.g., "Transfer" and "Queue to"), NGIN pre-routing commands (e.g., "Time of Day", "% Allocation") and chat, e-mail and other multimedia functions. Creating a call flow with CosmoDesigner is as simple as dragging and dropping function block icons, interconnecting the icons with arrows, and configuring properties for each block. The resulting visual representation of the call flow is translated to an XML representation by CosmoDesigner and can be posted at any URL for retrieval and execution by the CosmoCall Universe platform.

CosmoDesigner enables the novice user to create simple but powerful call flows, while also providing the flexibility to perform sophisticated tasks, such as integration to external CRM and knowledge base systems. Since CosmoDesigner is extensible, users can create customized blocks to meet their own individual requirements, eliminating the need to wait for future releases to deploy the functionality they need.

Because of its XML architecture, database dips into external systems occur entirely within the security confines of the data owner's environment, even when the call flow application is running on a network-based platform as a hosted service for multiple tenants. To facilitate integration, all of the information obtained during the course of a CosmoDesigner call flow is easily passed on to the agent receiving the call, and easily exposed to that agent's other applications.



CosmoDesigner's drag-and-drop GUI allows for the design and configuration of complex call flows without programming.

CosmoDesigner XML-Based Service Creation Tool

The screenshot shows the CosmoDesigner interface in a browser window. On the left is a toolbar with various icons. The main workspace displays a hierarchical call flow diagram starting with 'start' and 'Greeting', leading to 'MainMenu'. From 'MainMenu', the flow branches into 'Sales', 'Support', and 'OperatOn'. Each branch further divides into specific skills like 'SalesSkill', 'SupportSkill', and 'DefaultSkill', which then lead to menu options like 'ProductInfo', 'Inquiry', 'NewIssue', and 'ExistentialIssue'. On the right, a 'Properties' pane is open for a selected block, showing various configuration fields such as 'Menu Prompt', 'Invalid Prompt', 'Termination Digit', 'Clear Digits', 'Max Time', 'Max Tries', and 'Result Variable'.

Major functions are represented by icons

Users drag-and-drop icons to the workspace

Users interconnect blocks with arrows

Major call flow elements can be organized using convenient tabs

Settings for each block are configured in the properties pane

Consolidated menu blocks with conditional branches provide simple but powerful call control tools

CosmoDesigner allows customers to remotely manage IVR, ACD routing, NGIN pre-routing, and other call flow logic via a graphical, browser based interface.

Advantages of CosmoDesigner in Hosted Contact Center Deployments

CosmoDesigner offers many benefits to both Service Providers and their tenants in hosted contact center deployments. For the Service Provider, the objective is cost reduction; for the tenant, the objective is security and control. CosmoDesigner is a win-win proposition for both.

Benefits to Service Provider Tenants

- One tool for many network-based services, including IVR, static routing and complete ACD
- Define and modify call flows without programming using a simple GUI tool
- Empowerment—no dependence upon the SP for call flow changes
- Call flow changes effective immediately
- Data access in a secure environment

Benefits to Service Providers

- Reduce costs and increase customer satisfaction by empowering customers
- Multi-tenancy provides secure and separate access for each customer
- Extensible by SP or tenants, enabling new capabilities
- One tool for many network-based services, including IVR, static routing and complete ACD

Advantages of CosmoDesigner in Customer Premise Deployments

All the benefits of CosmoDesigner that are available to Service Providers and their customers can be enjoyed by end user customers in premise based environments.